

**Amendments to the Specification:**

Please amend the specification as indicated below.

On page 2, replace the paragraph at lines 22-30 with the following:

--The shelf talker of the present invention can be provided as a thin flexible electronically writable shelf talker that is easily manufacturable by picking and placing the single bistable liquid crystal character chips on a flexible ~~baek~~-backplane. The chips require no additional power once written and the shelf talker maintains the display of information until written again. The advantage of the individual character chips is that they can be manufactured in quantity prior to the design of the backplane of the shelf talker, and later placed on a custom fabricated back plane to yield any one of a number of different configurations for the shelf talker.--

On page 3, replace the paragraph at lines 24-25 with the following:

--Fig. 7 is a cross sectional view of the shelf talker writer taken along lines 7-7 of Fig. 6;--

On page 3, replace the paragraph at lines 28-29 with the following:

--Fig.9 is a schematic block diagram of a shelf talker system according to one embodiment of the present invention, split into Fig. 9A and Fig. 9B for legibility.--

On page 4, replace the paragraph at lines 2-17 with the following:

--Referring to Figs. 1 and 2, a single character display chip **10** is constructed by forming a conductive common electrode layer **14** on a substrate **12**. A layer of bistable liquid crystal material **16** is deposited, for example by roll coating, on the conductive common electrode layer **14**, leaving an exposed area of layer **14** for making electrical contact. Electrically conductive character segments **18** are then formed, for example by thick film printing on the bistable liquid crystal layer **16**. The character segments **18** may be arranged, for example to produce numeric characters 0-9 as well as a slash, a decimal point, a dollar sign, and a cent sign. The optical state of the bistable liquid crystal material **16** between the character segments **18** and the common electrode layer **14** can be changed by selectively applying drive voltages to the character segments and the

common electrode layer 14. Once the optical state of the bistable liquid crystal material 16 has been changed, it remains in that state indefinitely without further power being applied to the electrodes. The single character display chip 10 can be made as shown for example in USSN 10/134,185, filed April 29, 2002 by Stephenson et al., which is incorporated herein by reference.--

On page 6, replace the paragraph at lines 3-15 with the following:

--Referring to Fig. 9, split into Figs. 9A and 9B for legibility, a shelf talker system using a shelf talker of the present invention includes a database transceiver 175 that sends information derived from a central database computer 180, to a personal computer transceiver 160 in the portable personal computer 140. Commands from the keyboard interface 155 and shown on the display 145 are sent to the shelf talker writer 70 by way of the laptop central processing unit 150 through communication cable 170. Power 130 is supplied to the shelf talker writer through power cable 135 to circuit board 75 for powering the sensors 100 and 101, roller drive motor-~~drive~~ 90, solenoid 105, and a digital camera 126 located in the shelf talker writer 70. Upon writing the shelf talker 65, the digital camera 126 sends an image back to the portable personal computer 140 through communication cable 170 where character recognition software compares the actual written characters to the database. If the data is inconsistent, an error message is posted on display 145.--